



Mobile ScrollX

Mobile Site Specifications

Product Overview

The interactive format of ScrollX on carsales' mobi captures attention as the user scrolls, without being intrusive. Advertisers can take advantage of a full-screen mobile creative canvas to deliver campaign messaging to drive brand awareness. The mobile full-screen format is highly viewable to support user engagement and video completions.

Gallery



Vertical Video



Available features

- Animation
- Auto play Video 16:9, 4:3 or Vertical Video 9:16
- Gallery
- Hotspots
- 360 degree view

Specifications

- Secure third party ad tags generated for the carsales network.
- Creative must be built in the advertiser's own Bonzai account with the ScrollX template. If you do not have a Bonzai account then carsales will be able to assist with the build.
- 1 round of iterations are permitted within the 10 working day timeline. Any further change may result in a delay.
- Please refer to the build guidelines here: <https://help.bonzai.co/en/articles/961-scrollx-specs>
- Contact your Bonzai representative for more information or guidance with the creative build: info@bonzai.co

Device	Banner Dimensions (w x h) px	Back Up Image	Initial Banner Load	Polite Load	User Initiated Video
Mobile	640 x 960 px	80 KB Max	100 KB Max	1MB Max	3MB Max

* Bonzai ScrollX banners are only supported on the carsales mobile site.

Requirements

- Animation length: 15 seconds max
- Looping: continuous looping is not permitted. Animation is allowed, can loop twice and play through 3 times.
- Frame rate: 24 fps max
- Creative must include click tags for publisher tracking. Download the build guide [here](#).
- Call to action points must be clearly defined. The click through button cannot cover the entire creative canvas.
- A backup image is required to display for unsupported environments and must be clear with legible text and defined edges.
- Click through URL for devices must link to a mobile friendly site
- MediaMotive reserves the right to refuse the display of any creative that is offensive, misleading or not in line with the carsales network [creative guidelines](#)

Video Specifications

- Duration: 6, 15 or 30 seconds
- File type: MP4
- Aspect ratio: 16:9 , 4:3 or Vertical Video
- Frame rate: min 24 fps, max 30 fps
- Video can autoplay up to 15 seconds with sound muted (1 MB max polite load)
- User initiated video can play up to 30 seconds with sound (3MB max initiated on user click/tap)
- Video play, pause & sound controls required
- Video cannot loop and must end with a placeholder image and call to action

Third Party Tracking (Optional)

A secure click tracker and impression tracker can be provided.

* All click-through URL's must be (https) secure in order to ensure that clicks are working correctly on all platforms and devices.

Browser Compatibility

Chrome 61, 60, 59, IE 11 Safari 10+, Firefox 54+

Timeline

Creative is due 10 working days before campaign launch to ensure technical compatibility and for approval. MediaMotive advertising booking [terms & conditions](#) apply.